

# ORDER

**Wichita KS KSNW**

**Orders**  
**Order / Rev:** A2599744  
**Alt Order #:** 27014117  
**Product Desc:** 2020 Primary Electio  
**Estimate:** 1582  
**Flight Dates:** 07/14/20 - 07/20/20  
**Original Date / Rev:** 07/13/20 / 07/13/20  
**Order Type:** REG

**Primary AE:** Katz Dallas  
**Sales Office:** K-DAL  
**Sales Region:** Nat

**Agency**  
**Name:** Ax Media  
**Buying Contact:**  
**Billing Contact:** Ax Media Email  
 800 W. 47th Street  
 Kansas City, MO 64112

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Bill Clifford/Congress/KS/Rep  
**Demographic:** A50+  
**Product Codes:** PL12  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P5

**Order Brand:**  
**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/20	07/31/20	37	\$5,415.00	\$4,602.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	37	\$5,415.00	\$4,602.75	179.00
<b>Totals</b>	<b>37</b>	<b>\$5,415.00</b>	<b>\$4,602.75</b>	<b>179.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Dallas			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Wichita KS KSNW	28%	\$5,415.00
Market	100%	\$19,339.29

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
ESNW	0%	\$0.00
KAAS	0%	\$0.00
KAKE	0%	\$0.00
KMTW	0%	\$0.00
KSAS	0%	\$0.00
KSCW	0%	\$0.00
KSNC	0%	\$0.00
KSNG	0%	\$0.00
KSNK	0%	\$0.00
KSNL	0%	\$0.00
KWCH	0%	\$0.00
KWCV	0%	\$0.00
UNKWN	72%	\$13,924.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	Multi	07/14/20	07/14/20		CM	8-9am	-T-----	:30	1	\$75.00	P5	2.00	NM	1	\$75.00

**Wichita KS KSNW**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show 8-9am											
				Channels : KSNC,KSNG,KSNL,KSNNW											
				Today Show 8-9am											
				Today Show (8-9am)											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 07/13/20	07/19/20	- T - - - -	1	\$75.00	2.00						
N 2	Multi	07/15/20	07/15/20	Today Show 8-9am	CM	8-9am	- - W - - -	:30	1	\$75.00	P5	2.00	NM	1	\$75.00
				Channels : KSNC,KSNG,KSNL,KSNNW											
				Today Show 8-9am											
				Today Show (8-9am)											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 07/13/20	07/19/20	- - W - - -	1	\$75.00	2.00						
N 3	Multi	07/20/20	07/20/20	Today Show 8-9am	CM	8-9am	M - - - - -	:30	1	\$75.00	P5	2.00	NM	1	\$75.00
				Channels : KSNC,KSNG,KSNL,KSNNW											
				Today Show 8-9am											
				Today Show (8-9am)											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 07/20/20	07/26/20	M - - - - -	1	\$75.00	2.00						
N 4	Multi	07/18/20	07/18/20	Kansas Today Sa/Su 6a-8a	CM	SaSu 6a-8a	- - - - - S -	:30	1	\$25.00	P5	1.50	NM	1	\$25.00
				Channels : KSNC,KSNG,KSNL,KSNNW											
				Kansas Today Sa/Su 6a-8a											
				Kansas Today Weekend											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 07/13/20	07/19/20	- - - - - S -	1	\$25.00	1.50						
N 5	Multi	07/19/20	07/19/20	Today Show Su	CM	Today Show Su	- - - - - S	:30	1	\$25.00	P5	2.50	NM	1	\$25.00
				Channels : KSNC,KSNG,KSNL,KSNNW											
				Today Show Su											
				Sunday Today Show											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 07/13/20	07/19/20	- - - - - S	1	\$25.00	2.50						
N 6	Multi	07/19/20	07/19/20	Meet the Press	CM	Meet the Press	- - - - - S	:30	1	\$60.00	P5	1.00	NM	1	\$60.00
				Channels : KSNC,KSNG,KSNL,KSNNW											
				Meet the Press											
				Meet The Press											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 07/13/20	07/19/20	- - - - - S	1	\$60.00	1.00						
N 7	Multi	07/18/20	07/18/20	Sa 5-530p	CM	5-530p	- - - - - S -	:30	1	\$70.00	P5	5.00	NM	1	\$70.00
				Channels : KSNC,KSNG,KSNL,KSNNW											
				Sa 5-530p											
				Jeopardy											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 07/13/20	07/19/20	- - - - - S -	1	\$70.00	5.00						
N 8	Multi	07/14/20	07/14/20	KSN News at Five	CM	5-530pm	- T - - - -	:30	1	\$125.00	P5	7.00	NM	1	\$125.00
				Channels : KSNC,KSNG,KSNL,KSNNW											
				KSN News at Five											
				KSN News											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 07/13/20	07/19/20	- T - - - -	1	\$125.00	7.00						
N 9	Multi	07/15/20	07/15/20	KSN News at Five	CM	5-530pm	- - W - - -	:30	1	\$125.00	P5	7.00	NM	1	\$125.00
				Channels : KSNC,KSNG,KSNL,KSNNW											
				KSN News at Five											
				KSN News											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 07/13/20	07/19/20	- - W - - -	1	\$125.00	7.00						
N 10	Multi	07/17/20	07/17/20	KSN News at Five	CM	5-530pm	- - - - F -	:30	1	\$125.00	P5	7.00	NM	1	\$125.00
				Channels : KSNC,KSNG,KSNL,KSNNW											
				KSN News at Five											
				KSN News											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
				Week: 07/13/20	07/19/20	- - - - F -	1	\$125.00	7.00						
N 11	Multi	07/18/20	07/18/20	Sat KSN News at Six	CM	6-630pm	- - - - - S -	:30	1	\$70.00	P5	8.00	NM	1	\$70.00
				Channels : KSNC,KSNG,KSNL,KSNNW											
				Sat KSN News at Six											

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Estimate: 1582

Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	-----S-					1	\$70.00		8.00			
N 12	Multi	07/19/20	07/19/20	Sun KSN News at Five	CM	Sun KSN News at	-----S	:30	1	\$60.00	P5	4.50	NM	1	\$60.00
				Channels : KSNC,KSNG,KSNN,KSNN											
				Sun KSN News at Five											
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	-----S					1	\$60.00		4.50			
N 13	Multi	07/15/20	07/15/20	M-F 630-7p	CM	630-7pm	--W----	:30	1	\$180.00	P5	12.00	NM	1	\$180.00
				Channels : KSNC,KSNG,KSNN,KSNN											
				M-F 630-7p											
Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	--W----					1	\$180.00		12.00			
N 14	Multi	07/16/20	07/16/20	M-F 630-7p	CM	630-7pm	---T---	:30	1	\$180.00	P5	12.00	NM	1	\$180.00
				Channels : KSNC,KSNG,KSNN,KSNN											
				M-F 630-7p											
Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	---T---					1	\$180.00		12.00			
N 15	Multi	07/20/20	07/20/20	M-F 630-7p	CM	630-7pm	M-----	:30	1	\$180.00	P5	12.00	NM	1	\$180.00
				Channels : KSNC,KSNG,KSNN,KSNN											
				M-F 630-7p											
Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/20/20	07/26/20	M-----					1	\$180.00		12.00			
N 16	Multi	07/19/20	07/19/20	LN Su	CM	KSN News at 10 S	-----S	:30	1	\$150.00	P5	4.00	NM	1	\$150.00
				Channels : KSNC,KSNG,KSNN,KSNN											
				KSN News at 10 Sun											
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	-----S					1	\$150.00		4.00			
N 17	Multi	07/20/20	07/20/20	Mon Prime Hour 2	CM	8-9p	M-----	:30	1	\$200.00	P5	8.00	NM	1	\$200.00
				Channels : KSNC,KSNG,KSNN,KSNN											
				Monday 8-9p											
The Wall Mon 9e/8c-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/20/20	07/26/20	M-----					1	\$200.00		8.00			
N 18	Multi	07/17/20	07/17/20	Fri Prime Other 2	CM	8p-10p	----F--	:30	1	\$150.00	P5	3.00	NM	1	\$150.00
				Channels : KSNC,KSNG,KSNN,KSNN											
				Fri Prime Other 2	(9:00 PM-10:00 PM)										
Dateline-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	----F--					1	\$150.00		3.00			
N 19	Multi	07/14/20	07/14/20	Tue Prime Other 1	CM	7-9p	-T-----	:30	1	\$1,200.00	P3	5.00	NM	1	\$1,200.00
				Channels : KSNC,KSNG,KSNN,KSNN											
				Tue Prime Other 1											
America's Got Talent Tue-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	-T-----					1	\$1,200.00		5.00			
N 20	Multi	07/14/20	07/14/20	LN M-F	CM	10-10:35pm	-T-----	:30	1	\$180.00	P5	4.00	NM	1	\$180.00
				Channels : KSNC,KSNG,KSNN,KSNN											
				KSN News at Ten Mon-Fri											
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	-T-----					1	\$180.00		4.00			
N 21	Multi	07/16/20	07/16/20	LN M-F	CM	10-10:35pm	---T---	:30	1	\$180.00	P5	4.00	NM	1	\$180.00
				Channels : KSNC,KSNG,KSNN,KSNN											
				KSN News at Ten Mon-Fri											
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	---T---					1	\$180.00		4.00			

Order / Rev: A2599744  
 Alt Order #: 27014117  
 Flight Dates: 07/14/20 - 07/20/20

Advertiser: POL/Bill Clifford/Congress/KS/Rep  
 Product Desc: 2020 Primary Electio  
 Estimate: 1582

Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	Multi	07/20/20	07/20/20	LN M-F Channels : KSNC,KSNG,KSNN,KSNNW KSN News at Ten Mon-Fri KSN News	CM	10-10:35pm	M-----	:30	1	\$180.00	P5	4.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	M-----					1	\$180.00		4.00			
N23	Multi	07/14/20	07/14/20	Today Show 7-8am Channels : KSNC,KSNG,KSNN,KSNNW Today Show 7-8am	CM	7-8am	-T-----	:30	1	\$125.00	P5	2.50	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	-T-----					1	\$125.00		2.50			
N24	Multi	07/16/20	07/16/20	Today Show 7-8am Channels : KSNC,KSNG,KSNN,KSNNW Today Show 7-8am	CM	7-8am	---T---	:30	1	\$125.00	P5	2.50	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	---T---					1	\$125.00		2.50			
N25	Multi	07/20/20	07/20/20	Today Show 7-8am Channels : KSNC,KSNG,KSNN,KSNNW Today Show 7-8am	CM	7-8am	M-----	:30	1	\$125.00	P5	2.50	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/20/20	07/26/20	M-----					1	\$125.00		2.50			
N26	Multi	07/15/20	07/15/20	KSN News Channels : KSNC,KSNG,KSNN,KSNNW KSN News	CM	12n-1pm	--W----	:30	1	\$60.00	P5	2.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	--W----					1	\$60.00		2.00			
N27	Multi	07/16/20	07/16/20	KSN News Channels : KSNC,KSNG,KSNN,KSNNW KSN News	CM	12n-1pm	---T---	:30	1	\$60.00	P5	2.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	---T---					1	\$60.00		2.00			
N28	Multi	07/17/20	07/17/20	KSN News Channels : KSNC,KSNG,KSNN,KSNNW KSN News	CM	12n-1pm	----F--	:30	1	\$60.00	P5	2.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	----F--					1	\$60.00		2.00			
N29	Multi	07/14/20	07/14/20	KSN Today 2 Channels : KSNC,KSNG,KSNN,KSNNW KSN Today 2	CM	6-7am	-T-----	:30	1	\$100.00	P4	2.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	-T-----					1	\$100.00		2.00			
N30	Multi	07/15/20	07/15/20	KSN Today 2 Channels : KSNC,KSNG,KSNN,KSNNW KSN Today 2	CM	6-7am	--W----	:30	1	\$100.00	P4	2.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	--W----					1	\$100.00		2.00			
N31	Multi	07/17/20	07/17/20	KSN Today 2 Channels : KSNC,KSNG,KSNN,KSNNW KSN Today 2	CM	6-7am	----F--	:30	1	\$100.00	P4	2.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/13/20	07/19/20	----F--					1	\$100.00		2.00			
N32	Multi	07/14/20	07/14/20	KSN News at Six Channels : KSNC,KSNG,KSNN,KSNNW KSN News at Six	CM	6-630p	-T-----	:30	1	\$150.00	P5	8.00	NM	1	\$150.00

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KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	- T - - - -					1	\$150.00		8.00			
N33	Multi	07/16/20	07/16/20	KSN News at Six	CM	6-630p	- - - T - - -	:30	1	\$150.00	P5	8.00	NM	1	\$150.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				KSN News at Six											
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	- - - T - - -					1	\$150.00		8.00			
N34	Multi	07/20/20	07/20/20	KSN News at Six	CM	6-630p	M - - - - -	:30	1	\$150.00	P5	8.00	NM	1	\$150.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				KSN News at Six											
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/20/20	07/26/20	M - - - - -					1	\$150.00		8.00			
N35	Multi	07/15/20	07/15/20	M-F 430-5p	CM	430-5pm	- - W - - - -	:30	1	\$140.00	P4	6.00	NM	1	\$140.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				M-F 430-5p											
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	- - W - - - -					1	\$140.00		6.00			
N36	Multi	07/16/20	07/16/20	M-F 430-5p	CM	430-5pm	- - - T - - -	:30	1	\$140.00	P4	6.00	NM	1	\$140.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				M-F 430-5p											
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	- - - T - - -					1	\$140.00		6.00			
N37	Multi	07/17/20	07/17/20	M-F 430-5p	CM	430-5pm	- - - - F - -	:30	1	\$140.00	P4	6.00	NM	1	\$140.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				M-F 430-5p											
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/13/20	07/19/20	- - - - F - -					1	\$140.00		6.00			
													Totals	37	\$5,415.00



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27014117	<b>Changes as of:</b> 7/13/2020 at 9:19 AM	<b>Version:</b> Original Order
<b>CPE:</b> 202/269/1582	<b>Flight:</b> 7/14/20 - 7/20/20	<b>Station:</b> KSNW
<b>Agency:</b> Ax Media	<b>Advertiser:</b> Bill Clifford for KS CD 1	<b>Market:</b> Wichita
800 W.47th Street	<b>Product:</b> 2020 Primary Election	<b>Office:</b> DALLAS
Suite 200	<b>Agency Order #:</b> 9750900	<b>Service:</b> Nielsen
Kansas City, MO 64112	<b>Buyer:</b> Fernie, Taylor	<b>Primary Demo:</b> Adults 55+
	<b>Salesperson:</b> MICHAEL POWERS	<b>Assistant:</b> SHELLY SHARBER
	214-525-2790	214-525-2643

**Con Type:** POLITICAL/VOTE  
**Total \$:** \$5,415.00  
**Total Spots:** 37  
**Total CPP:** \$30.25  
**Total GRP:** 179.0

**Separation:**

**Comments:** New Order 7/13/20 - The new order will run Tuesday 7/14 - Monday 7/20. Please confirm the new order & alert me of any pre-empts. Thank you!

Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically: TVInvoices ID #9916670 or TV16670, RadioInvoices ID #9914861 or RI14861, Marketron #184659, Spotdata #2095; Separation: 30

#	Day/Time	DP	Program	Rate	A55P Rating	Len	7/14 - 7/20							Total Spots	Total \$	CPP*	GRP*	
							7/14	7/15	7/16	7/17	7/18	7/19	7/20					
1	Tu-F,M 8a-9a		Today Show (8-9am)	\$75.00	2.0	30	1	1	0	0	0	0	1		3	\$225.00	\$37.50	6.0
2	Sa 6a-8a		Kansas Today Weekend	\$25.00	1.5	30	0	0	0	0	1	0	0		1	\$25.00	\$16.67	1.5
3	Su 8a-9a		Sunday Today Show	\$25.00	2.5	30	0	0	0	0	0	1	0		1	\$25.00	\$10.00	2.5
4	Su 9a-10a		Meet The Press	\$60.00	1.0	30	0	0	0	0	0	1	0		1	\$60.00	\$60.00	1.0
5	Sa 5p-5:30p		Jeopardy	\$70.00	5.0	30	0	0	0	0	1	0	0		1	\$70.00	\$14.00	5.0
6	Tu-F,M 5p-5:30p		KSN News	\$125.00	7.0	30	1	1	0	1	0	0	0		3	\$375.00	\$17.86	21.0
7	Sa 6p-6:30p		KSN News	\$70.00	8.0	30	0	0	0	0	1	0	0		1	\$70.00	\$8.75	8.0
8	Su 5p-5:30p		KSN News	\$60.00	4.5	30	0	0	0	0	0	1	0		1	\$60.00	\$13.33	4.5
9	Tu-F,M 6:30p-7p		Wheel of Fortune	\$180.00	12.0	30	0	1	1	0	0	0	1		3	\$540.00	\$15.00	36.0
10	Su 10p-10:30p		KSN News	\$150.00	4.0	30	0	0	0	0	0	1	0		1	\$150.00	\$37.50	4.0
11	M 8p-9p		The Wall Mon 9e/8c-NBC	\$200.00	8.0	30	0	0	0	0	0	0	1		1	\$200.00	\$25.00	8.0
12	F 9p-10p		Dateline-NBC	\$150.00	3.0	30	0	0	0	1	0	0	0		1	\$150.00	\$50.00	3.0
13	Tu 7p-9p		America's Got Talent Tue-NBC	\$1,200.00	5.0	30	1	0	0	0	0	0	0		1	\$1,200.00	\$240.00	5.0
14	Tu-F,M 10p-10:35p		KSN News	\$180.00	4.0	30	1	0	1	0	0	0	1		3	\$540.00	\$45.00	12.0
15	Tu-F,M 7a-8a		Today Show (7-8am)	\$125.00	2.5	30	1	0	1	0	0	0	1		3	\$375.00	\$50.00	7.5
16	Tu-F,M 12n-12:30p		KSN News	\$60.00	2.0	30	0	1	1	1	0	0	0		3	\$180.00	\$30.00	6.0
17	Tu-F,M 6a-7a		Kansas Today 3	\$100.00	2.0	30	1	1	0	1	0	0	0		3	\$300.00	\$50.00	6.0
18	Tu-F,M 6p-6:30p		KSN News	\$150.00	8.0	30	1	0	1	0	0	0	1		3	\$450.00	\$18.75	24.0
19	Tu-F,M 4:30p-5p		Jeopardy	\$140.00	6.0	30	0	1	1	1	0	0	0		3	\$420.00	\$23.33	18.0
TOTALS:							7	6	6	5	3	4	6	37	\$5,415.00	\$30.25	179.0	



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27014117	<b>Changes as of:</b> 7/13/2020 at 9:19 AM	<b>Version:</b> Original Order	
<b>CPE:</b> 202/269/1582	<b>Flight:</b> 7/14/20 - 7/20/20	<b>Station:</b> KSNW	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency:</b> Ax Media	<b>Advertiser:</b> Bill Clifford for KS CD 1	<b>Market:</b> Wichita	<b>Total \$:</b> \$5,415.00
800 W.47th Street	<b>Product:</b> 2020 Primary Election	<b>Office:</b> DALLAS	<b>Total Spots:</b> 37
Suite 200	<b>Agency Order #:</b> 9750900	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$30.25
Kansas City, MO 64112	<b>Buyer:</b> Fernie, Taylor	<b>Primary Demo:</b> Adults 55+	<b>Total GRP:</b> 179.0
	<b>Salesperson:</b> MICHAEL POWERS 214-525-2790	<b>Assistant:</b> SHELLY SHARBER 214-525-2643	
	<b>Separation:</b>		

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
07/13/20 9:19 AM	ROB TISDALE	New Order 7/13/20 - The new order will run Tuesday 7/14 - Monday 7/20. Please confirm the new order & alert me of any pre-empts. Thank you!  Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically: TVInvoices ID #9916670 or TV16670, RadiInvoices ID #9914861 or RI14861, Marketron #184659, Spotdata #2095;Separation: 30

Competitive Information	
<b>Market Budget:</b>	<b>\$19,339</b>
<b>KSNW Share:</b>	<b>28%</b>
<b>Comment:</b>	
<b>Unknown:</b>	<b>72%</b>

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	37	\$5,415.00	\$30.25	179.0
<b>Total</b>	<b>100%</b>	<b>37</b>	<b>\$5,415.00</b>	<b>\$30.25</b>	<b>179.0</b>

Monthly Summary		
Month	Spots	Dollars
2020-Jul	37	\$5,415.00
<b>Total</b>	<b>37</b>	<b>\$5,415.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	7/13/20 9:19 AM	ROB TISDALE	New	37		\$5,415.00	\$5,415.00	

<b>Non-Discrimination Policy</b>	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, AxMedia, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 



FEDERAL CANDIDATE



STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Bill Clifford

Authorized committee:

Clifford For Congress

Agency requesting time (and contact information):



N/A AxMedia

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

United States House of Representatives

Date of election:

August 4th, 2020



General



Primary

Treasurer of candidate's authorized committee:

Husted, George

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):



the candidate listed above who is a legally qualified candidate, or



the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

Candidate/Committee/Agency

Station Representative

Signature:

TAYLOR FERNIE

Signature:

Audrey Berry

Name: Taylor Fernie

Name:

Audrey Berry

Date of Request to Purchase Ad Time: 6/1/2020

Date of Station Agreement to Sell Time: 7/13/20



**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

*TAYLOR FERNIE*

Name: Taylor Fernie

Date: 6/1/2020

**TO BE COMPLETED BY STATION ONLY**Ad submitted to Station? ☒ Yes ☐ NoDate ad received: 7/13/20Federal candidate certification signed (above): ☒ Yes ☐ No ☐ N/A

Disposition:

☒ Accepted☐ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*☐ Rejected – provide reason (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: A2599744Station Call Letters: KSNWDate Received/Requested: 7/13/20Est. #: 1582Station Location: Wichita, KSRun Start and End Dates: 7/14 - 7/20/20

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.